

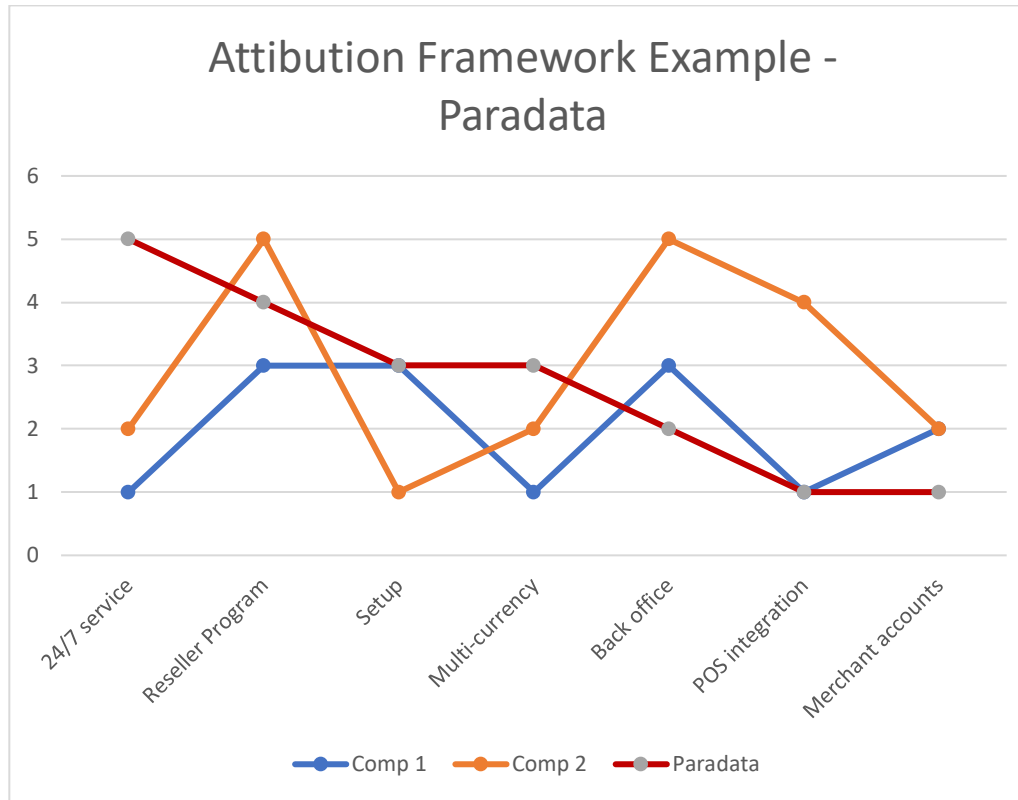




## 3HAG WAY RESOURCE GUIDE

- Once each group has written the attributes across the bottom axis, plot the line for your company and then for each of your competitors.

**Example:**



## 3HAG WAY RESOURCE GUIDE

- Once all the groups have mapped the Attribution Framework, have each group share their graph and how they came up with the results.
- As a group, decide on what the 6-8 attributes will be for the company. And then have a volunteer collate the input into one graph for the next meeting and post it on the wall of your meeting room.
- 3HAG Line—The last step, is to have a team discussion based on the white space available, what your company should decide to do, and what they should decide not to do.

**Example:**

